



**CENTER CITY AUTHORITY
MARKETING COMMITTEE MEETING**

Minutes

Wednesday, April 02, 2015, 8:15 A.M.

Conference Room B, Midland City Hall

Attending: Schloemann, Ginis, Retzloff **Absent:** Seaman

Staff Attending: Selina Tisdale

Beginning in May 11, the Marketing committee will meet at 1:30 p.m. on the second Monday of each month.

Discussed preparations for the CC District Q2 meeting.

Date: Wednesday, April 22

Time: 6 p.m. gather / 6:30 program

Place: Ginis still trying to connect with Laskos about possibly hosting;
if not, will check with Amish Reflections about hosting again

Topics: Signs Ordinance; Façade; Holiday Décor committee; coupons; section leaders program.

Save-the-Dates have been sent and a few RSVPs received. Roberta Moore, Back 2 Natural has expressed interested in being a beverage sponsor. Still seeking a food sponsor

Tisdale will send out information to the district on:

- an invite for businesses to submit 10-20 coupons or something from businesses wanting to welcome new businesses to the district.
- Looking for chair/committee members (4-6) for Holiday Decoration program and will double-check with the schools to make sure they are still interested.

The Chamber's Passport program has been cancelled.

The MDN's Center City coupon insert for Mar 29 and Apr 26 has been linked to our Facebook and websites.

Spring banners have been installed; summer banners will go up in June.

Tisdale is still working on obtaining cost quotes for a refresh of the CC website. Funds have been budgeted in the 2015-16 budget. Tisdale will pursue estimates from ClearRiver and Aberro to start with.

Tisdale will contact QRP to see if cost information is still available on the Center City's previous pursuit of district window clings.

Reviewed social media statistics. Continue to encourage businesses to cross-promote other CC businesses and like/share everyone's status.

Adjourned: 9:00 a.m.

Next meeting will be on Tuesday, May 11, 1:30 p.m.